

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Applicants: **Krishna BHARAT, et al.**

Serial No.: **10/750,363**

Filing Date: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED
ADVERTISING**

Examiner: **Evens J. Augustin**

Group Art Unit: **3621**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Non-English language reference BC was cited in a Notice of Preliminary Rejection from the Korean Patent Office in

counterpart Korean Patent Application No. 10-2008-7026699. A copy of that Notice of Preliminary Rejection, as well as a translation thereof, is provided as reference BZ. An English language abstract of non-English language reference BC is also provided. Although the Korean Notice of Preliminary Rejection also cites U.S. Patent No. 5,754,939 and U.S. Patent Application Publication No. 2002/0049635, these references are already of record. (See references A and E cited by the Examiner in Paper No. 20050524.)

References AX, AZ, BA and BD-BG were cited in a Notice of Reasons for Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2006-547257. A copy of that Notice of Reasons for Rejection, as well as a translation thereof, is provided as reference CA. English language abstracts and machine translations of non-English language references AX, AZ, BA and BD are provided. An English language abstract of non-English language reference BF is provided. Non-English language reference BE corresponds to English language reference AY. Further, non-English language reference BG corresponds to English language reference BB.

Please note that references AS-AV are identical to references BU-BX, respectively.

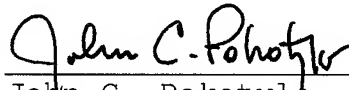
The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement is being filed before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution on the merits (Note

that the final rejection mailed on April 17, 2008 (Paper No. 20080413) was withdrawn in the non-final action mailed on April 1, 2009 (Paper No. 20090330). See especially page 2 of the non-final action.), it should be considered under 37 C.F.R. § 1.97 (c)(2). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(c)(2).

Respectfully submitted,

May 1, 2009



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